



Summer Insights eBook

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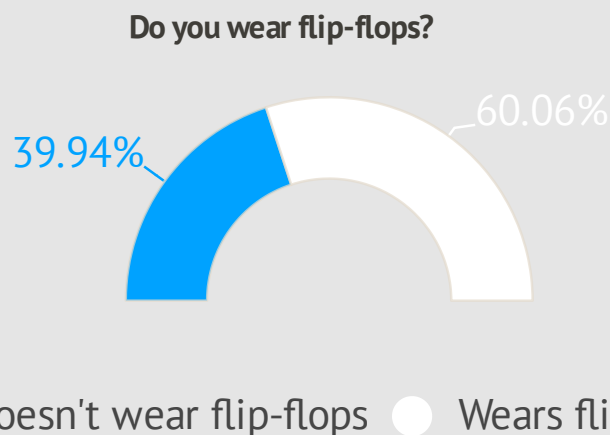
Flip-Flop Wearers Take Strides to Help Themselves Feel and Look Good

The Gist: Flip-flops are worn primarily by beach and pool-goers. Those who do not wear flip-flops tend to rate themselves much more attractive, and flip-flop wearers may have taken note. Those who do wear flip-flops are more interested in cosmetic surgery and exercise, indicating they may feel they have big shoes to fill.

It's mid-July, which, for those of us above the equator, means that summer is in full effect. And with summer comes the return of the perennial fashion statement: the flip-flop. It's hard to miss these classics going up and down the street.

Since the only thing more reliable than flip-flop season is our curiosity, we had to take a look and see what was behind this fashion trend.

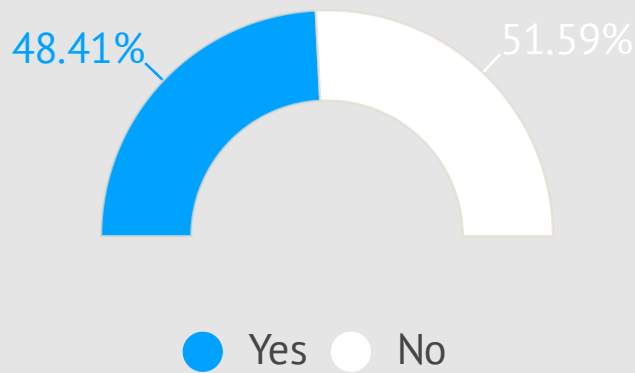
First, as you may have assumed, flip-flops are really popular. In fact, 60% of the US population wear flip-flops in general.



As far as we can tell, flip-flops have never been officially designated for a particular activity. So we polled our respondents to see where they wear these popular shoes.

What we found is that 50% of the population wear flip-flops for a water-focused activity, like going to the beach or lounging by the pool. So, although not officially sanctioned, flip-flops may be the shoe of choice for our water-based fun.

Do you wear flip-flops to the pool, beach, or during another water activity?

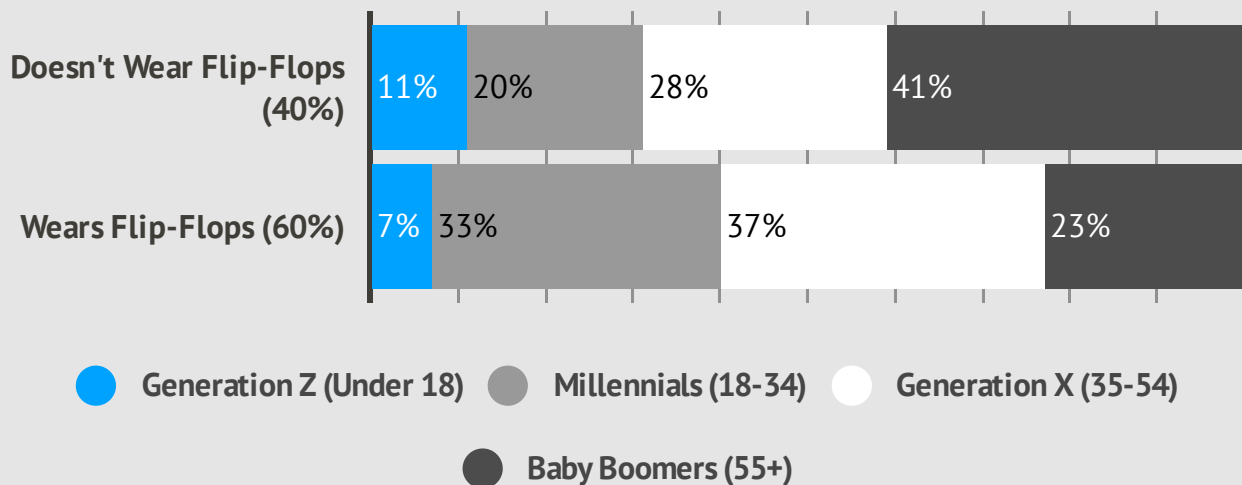


But who are these flip-flop wearers? Well, for starters, they're probably your Gen X neighbor, boss, spouse, or even you. Adults between the ages of 35-54 comprise 37% of flip-flop wearers in the US. Millennials lag behind at 33%.

And Baby Boomers? Well, with only 23% of flip-flop wearers coming from this age range, it's safe to say the 55+ set may not be jumping on the flip-flop bandwagon any time soon – and perhaps for a good reason. After all, flip-flops are one of the more risky shoe choices available, especially for those who may be seeking more foot support or traction to prevent slipping and falling.

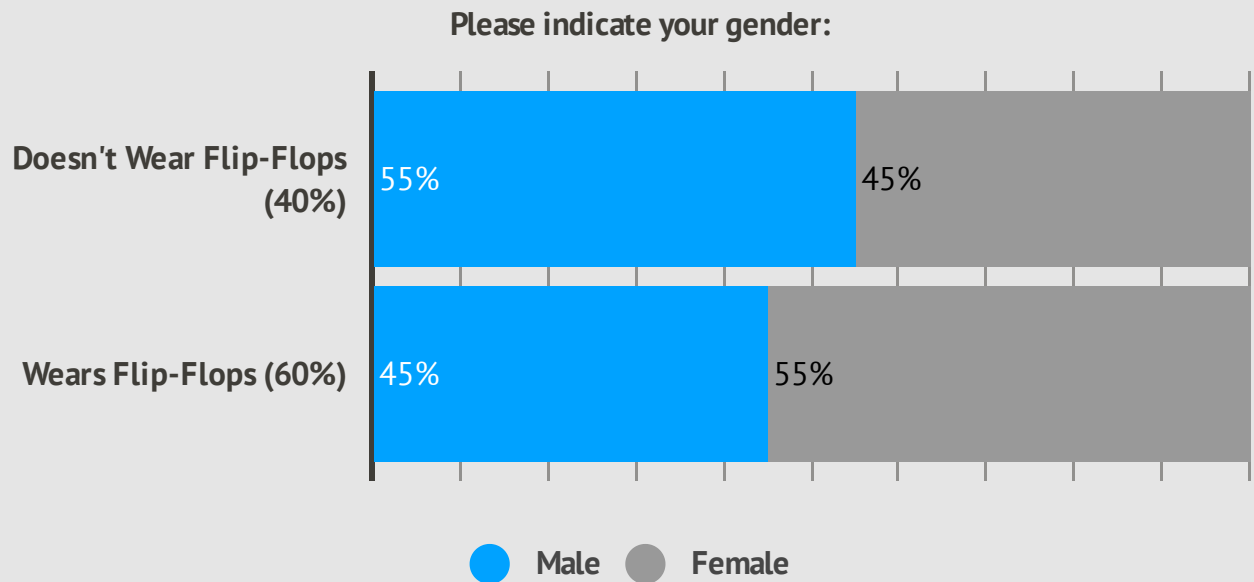
Not to be left out is Gen Z, which is the least likely generation to wear flip-flops, with only 7% donning the shoe. So what are kids wearing these days? Well, that is a different story.

To what broad age group do you belong?

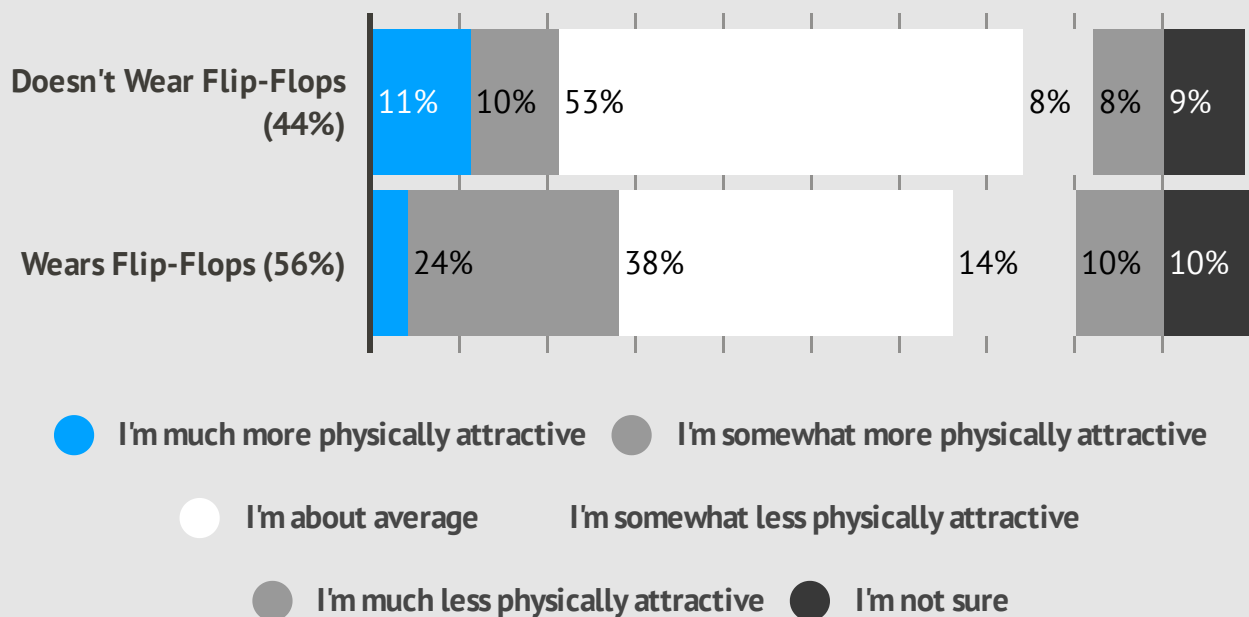


When we took a look at gender, we found that 55% of flip-flop wearers are women. This scratches the surface of what could be an interesting divide in marketing. Although the shoes themselves can be perfectly gender neutral, it is possible that flip-flop advertisements are skewed slightly more female.

We can't discuss flip-flops without mentioning that the other name for the shoe is a 'thong.' And while the language may be harmless enough, there is certainly the potential that some of this subliminal messaging could be impacting the female to male flip-flop-wearing ratio.

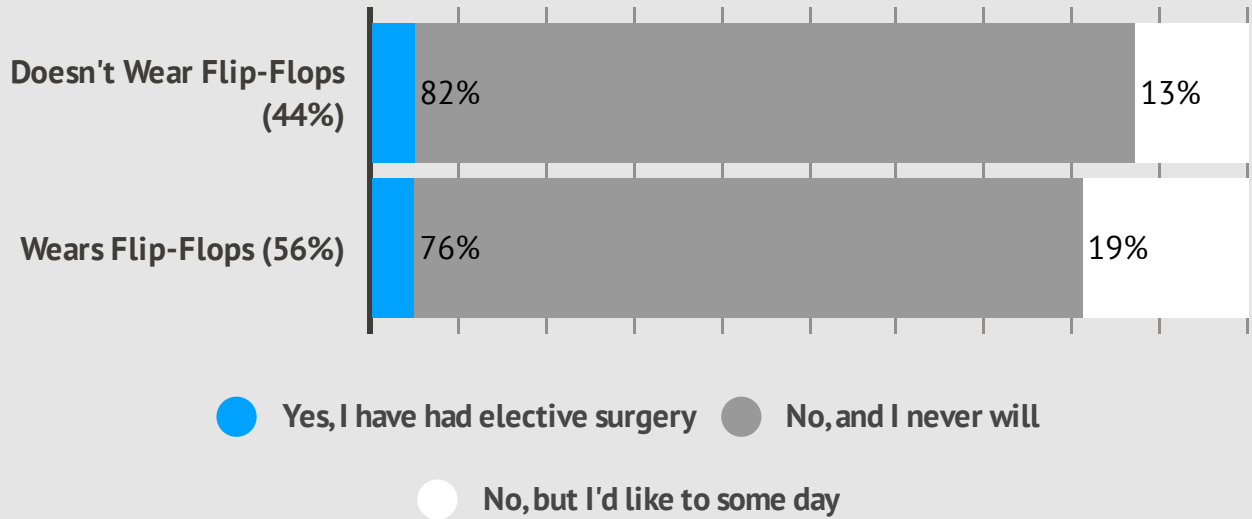


All this talk of perception is the perfect segway to this fact: those who don't wear flip flops are the most likely to consider themselves much more physically attractive than most people their age and gender. As the data reveals, those who do wear flip-flops only believe themselves to be somewhat more physically attractive.



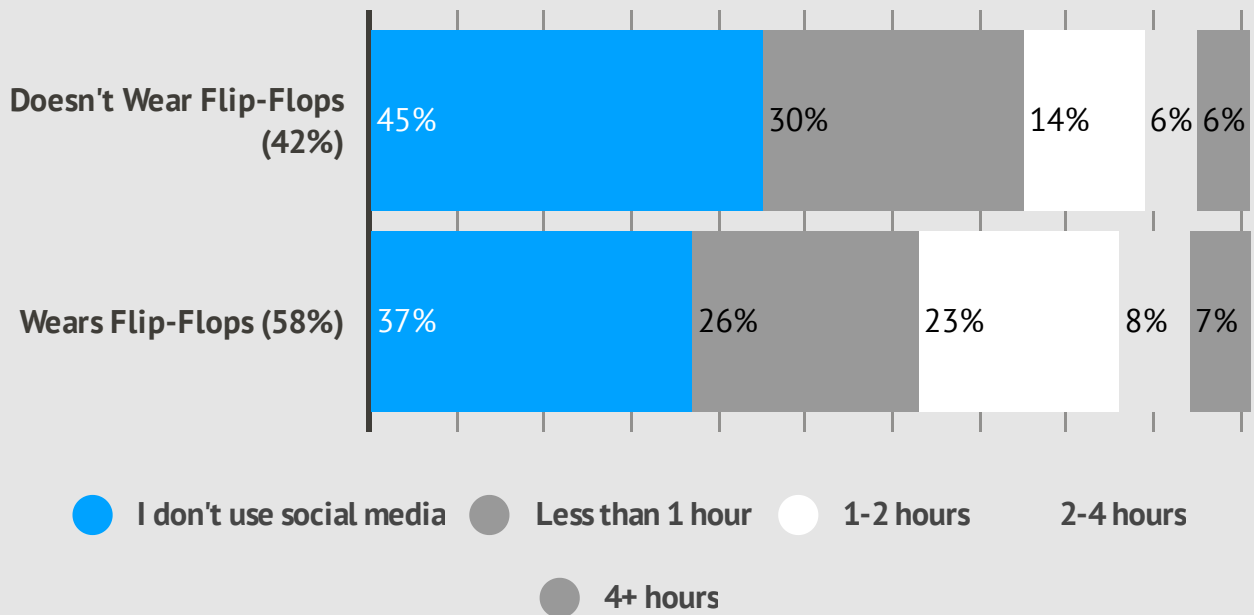
Flip-flop wearers are also more likely to be interested in elective surgery for cosmetic or weight-loss purposes, with 19% expressing a desire to have elective surgery in the future.

Would you be interested in elective plastic surgery now or in the future?



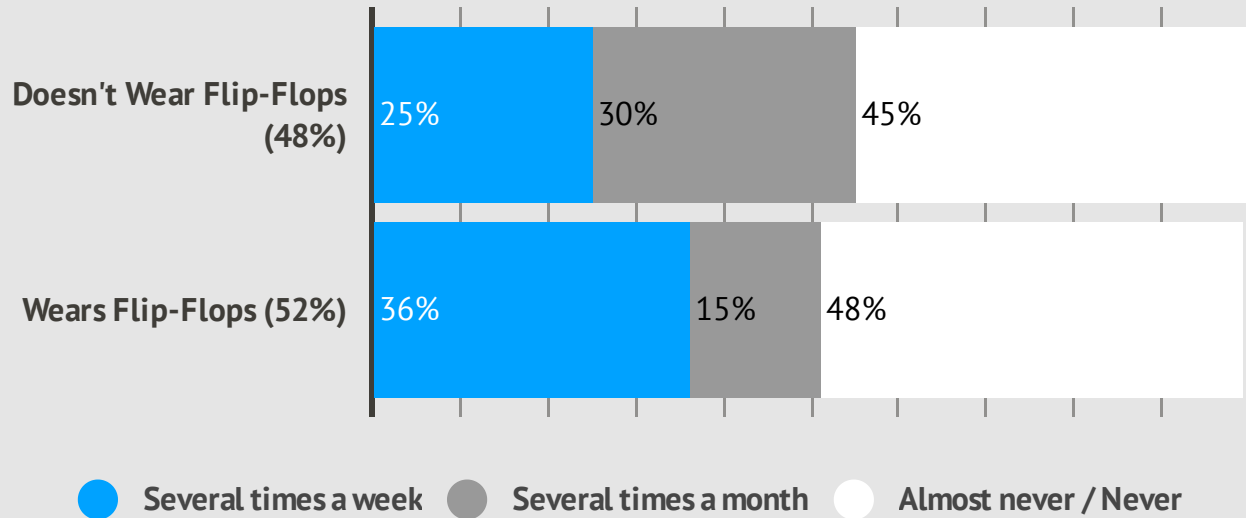
With this in mind, could there be a link between flip-flops and image? Well, according to our data, flip-flop wearers do spend more time on social media than their non-flip-flop-wearing counterparts.

On an average day, how much time do you spend in total on social media sites and apps?



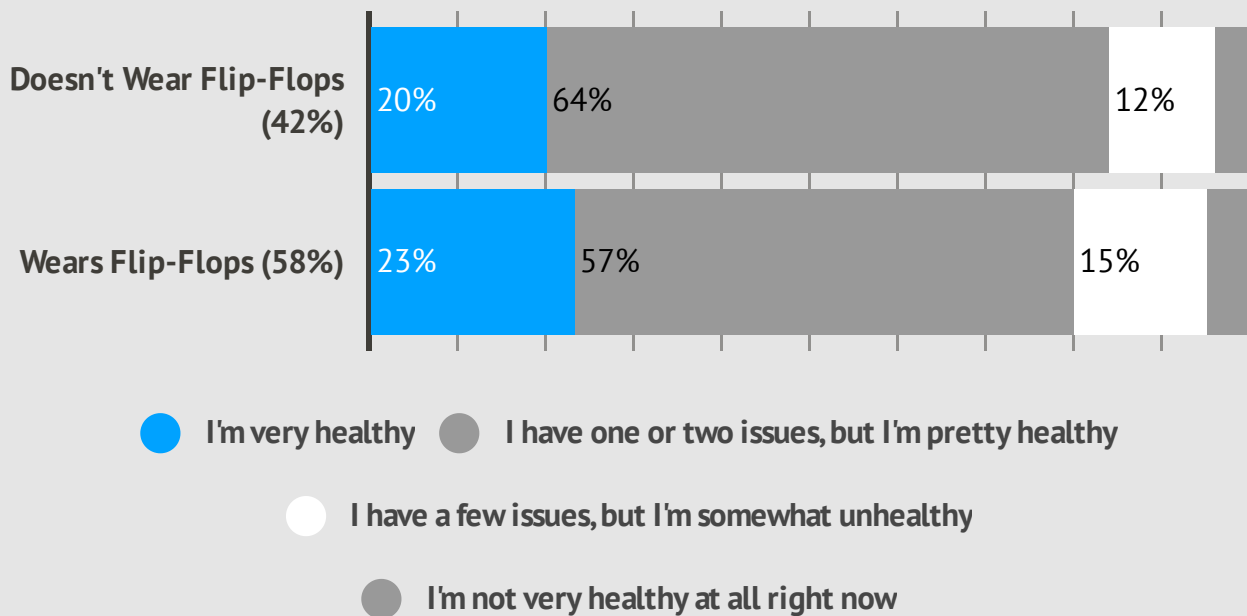
Flip-flop wearers are also 30% more likely to exercise several times a week than non-flip-flop wearers, indicating that those who wear flip-flops may have some concerns over how they look.

How often do you exercise?



All of that exercise appears to be paying off. 23% of those who wear flip-flops rate themselves as very healthy. By contrast, only 20% of those who do not wear flip-flops consider themselves the same.

How would you rate your current overall health?



Whether it is a placebo effect or genuine improved health is something the data can't say, but it does leave us with a lot to unpack about this particular shoe phenomenon, namely its subtle yet very present connection to society's focus on appearance.

In general, flip-flops tend to be very casual shoes, not typically associated with the peak of attractiveness. While non-flip-flop-wearers may rate themselves the most attractive, it seems

flip-flop wearers are taking strides to help themselves feel the same way.

So, lest you write off the flip-flop as an inconsequential part of the summer season, just remember, flip-flop wearers abound and could be a key demographic to target not just in fashion, but also in health and wellness spaces—anywhere image takes center stage.

This post was originally published July 18, 2018 by Lurnie Wilson.

You can view the original post here: <https://civicscience.com/flip-flop-wearers-are-taking-strides-to-help-themselves-feel-and-look-good/>

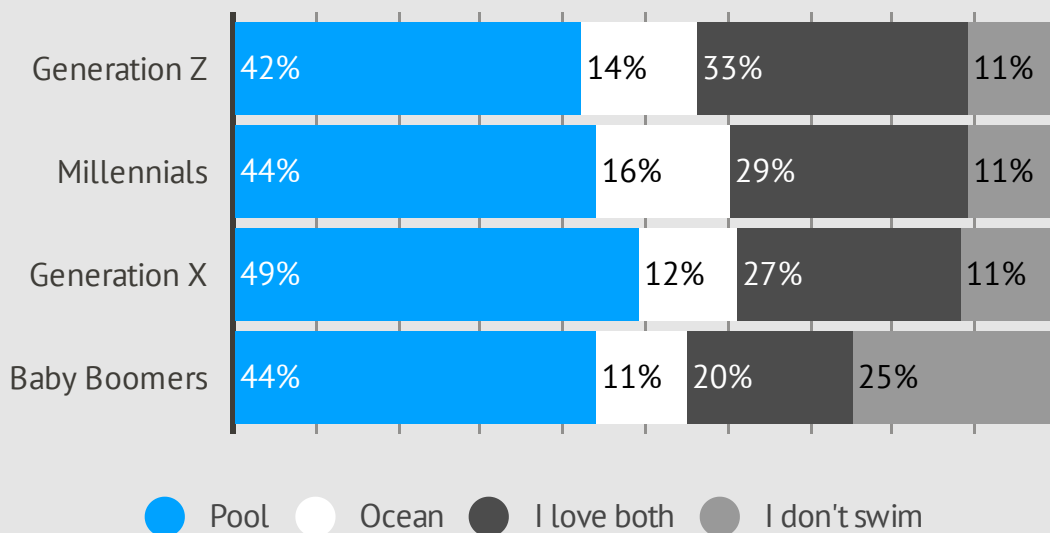
Summer Swimming Insights

Time to dive into some fresh summer insights on swimming and water activities.

Editor's Note: The results of these questions are often preliminary and do not yet incorporate the scientific rigor of our official or published research. For fully scientific results to these or any of our ongoing research, please contact us.

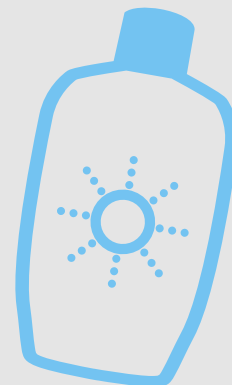
**46% of
Americans prefer
swimming in a
pool**

But Millennials are more likely to prefer the ocean.



40% of Americans don't use an umbrella when they visit the beach or pool.

People who use umbrellas at the beach or pool are more likely to use SPF 25 or above.



There's a Gender Gap in Using Vacation Time, Too

The Gist: U.S. adults love their vacations, however, intent to vacation reveals some disparity among income and genders.

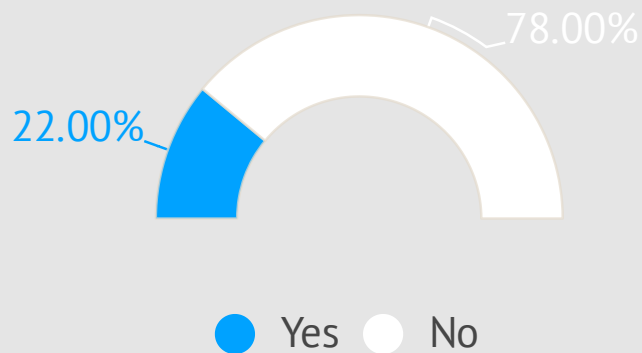
Ah, summer. Every year around this time, the pace of life seems to slow down, the days get longer, and work takes a backseat to long-awaited vacation time.

Or does it?

We've been curious about what the state of vacation actually looks like these days. Who's taking it and how are they spending their time? So we thought we'd take a look and see.

First, let's be clear: vacation is very much a priority.

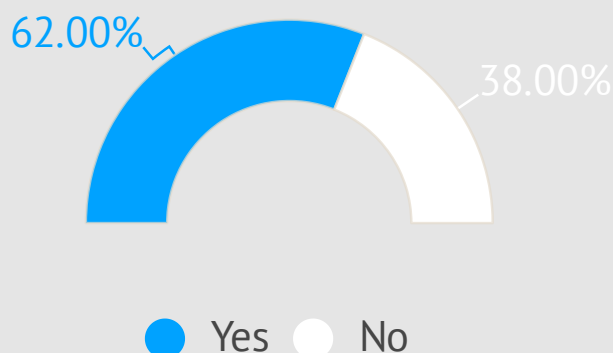
Will you NOT be taking any vacation days this summer?



In fact, 78% of US adults plan on using some of their vacation days this summer. As for the roughly 1/5 of US adults who will not be, it's possible that they prefer to vacation in other months, or not at all.

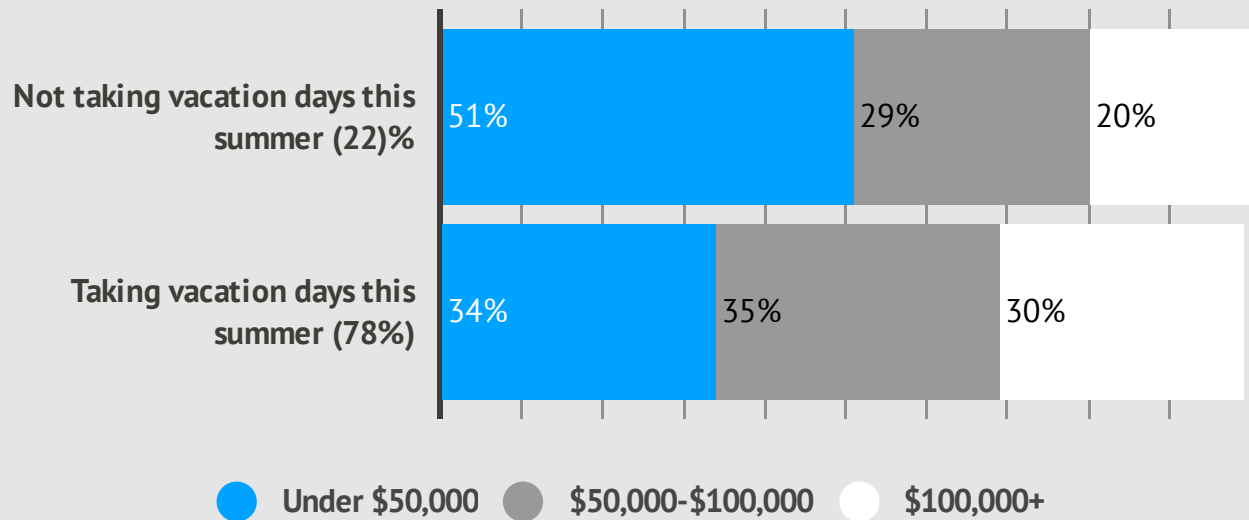
So, let's talk about our vacation-takers. As it turns out, 62% intend to use all of their vacation days this year, so don't be surprised when the familiar 'out of office' emails begin to roll in.

Do you plan to use up all of your vacation days this year?



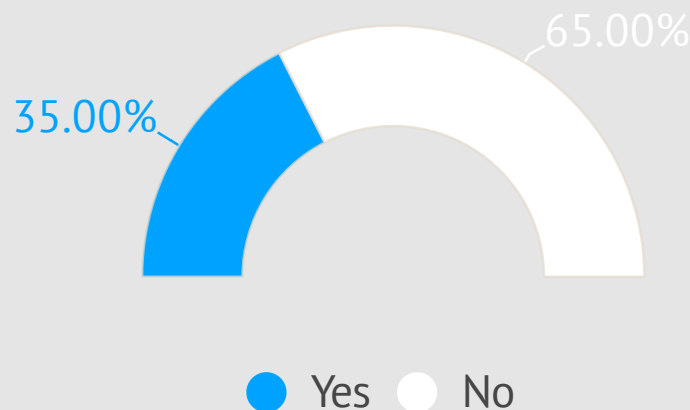
But, could that vacation day-taking be a privilege? The data indicates this could be the case.

What is your expected annual household income before taxes?



While US adults across all income levels are almost equally as likely to take a vacation this summer, those who are not going on summer vacation are largely from the under \$50k crowd. As we can see, just over half of US adults not taking a summer vacation make less than \$50,000 a year. So clearly, money plays some sort of role, but what exactly could it be?

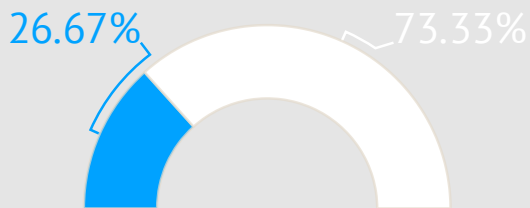
Will you use vacation days this summer to go on a trip out of town?



However, having a staycation or getting things done around the house are also popular choices when using those prized days off, coming in at 27% and 26%, respectively. Especially if money is playing a factor, vacation days without the burden of expensive travel tickets, hotel stays or meals out can feel more luxurious.

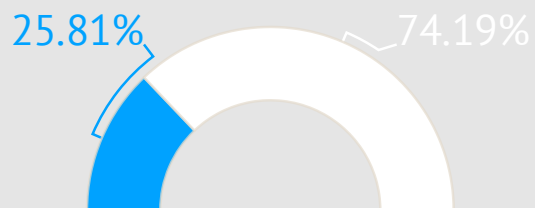
Let's take a look at specific vacation activities to find out more.

Will you use vacation days this summer to have a staycation at home to relax?



● Yes ● No

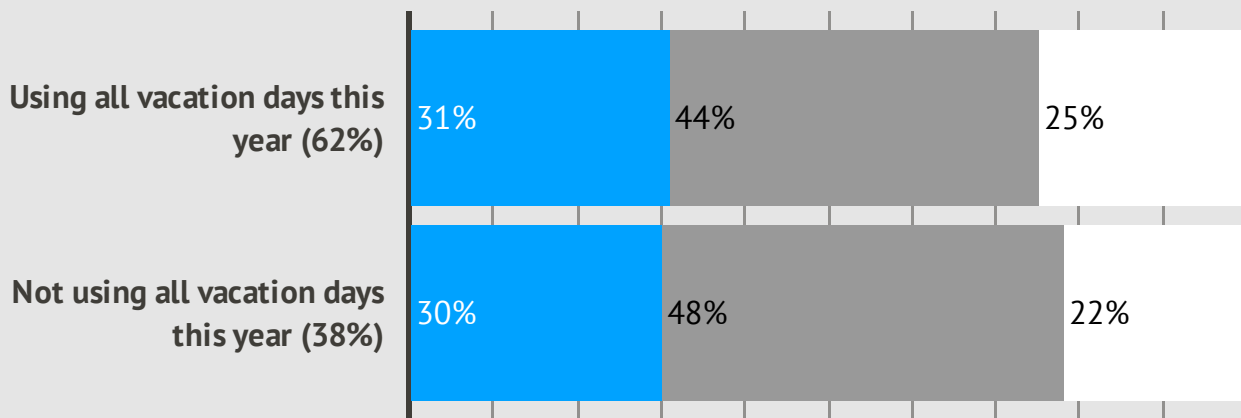
Will you use vacation days this summer to get stuff done around your house?



● Yes ● No

Regardless of the activity taking place, Gen X-ers are the majority of those who say they will be using all of their vacation days. This could make sense, given the fact that these individuals are likely to have more time accumulated off or money saved than Millennials—the next largest group in our data set.

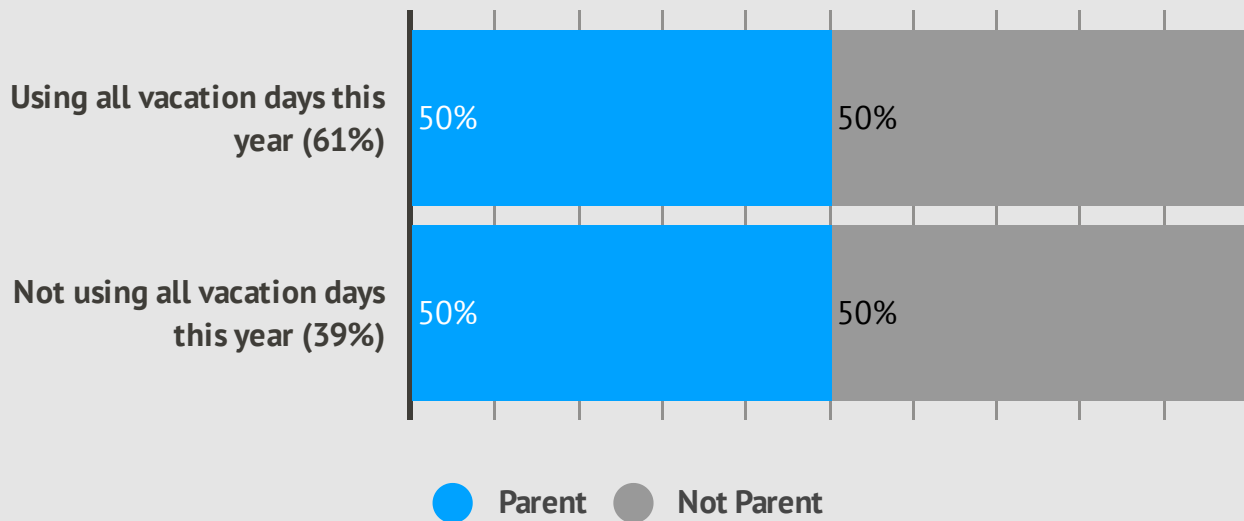
To what broad age group do you belong?



● Millennials (18-24) ● Generation X (35-54) ● Baby Boomers (55+)

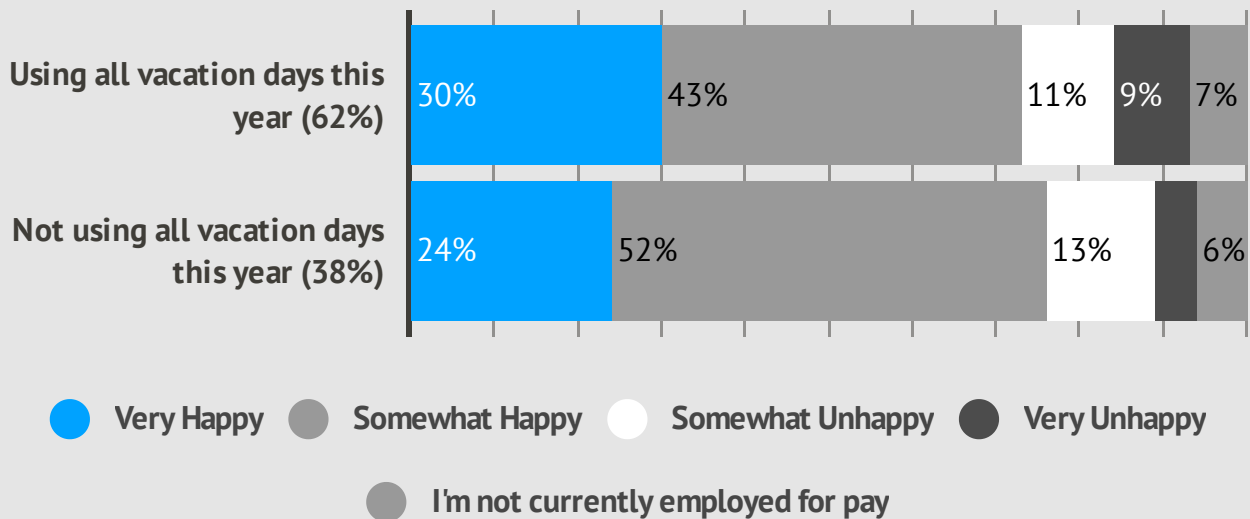
However, parental status does not seem to play a role, with parents and non-parents tied in their vacation intent. This could indicate that vacations these days are not just for families, but for adults in all life-stages, just looking to get away from the daily grind.

Please indicate your parental status:



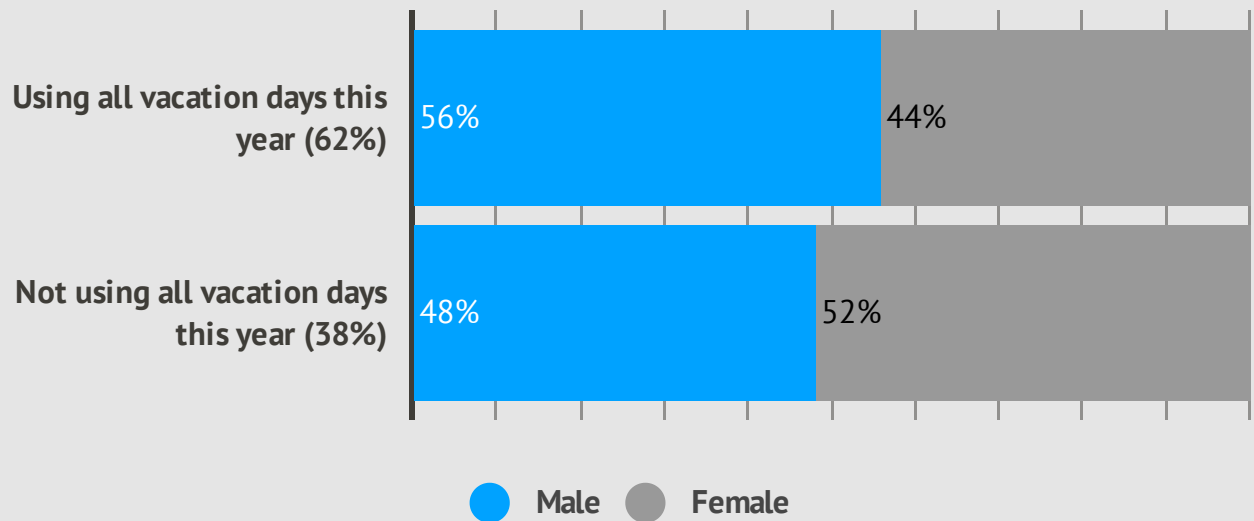
Upon closer look, it seems that escaping work may not be the strongest motivation for using that vacation time. Below, we can see that people who are very happy in their job are actually more likely to take all of their vacation days. This echoes the trend we saw in [after work activities](#), where the happier employees were more likely to go out than their unhappy counterparts. It would seem, then, that a good work environment begets happier and perhaps even more well-rounded workers, the kind who have evening plans and take their hard-earned vacation days seriously.

How happy are you in your current job?



But, of course, there is one elephant in the room we haven't yet explored: gender. And, as is often the case, there is, in fact, a gender divide, even when it comes to vacation.

Please indicate your gender:



While 56% of those planning to use all of their vacation days are men, only 44% are women. On the surface, it may not seem like the biggest leap. However, it does raise some questions regarding workplace culture. If all things were equal, shouldn't men and women be taking equal advantage of the vacation days they've accumulated? What could be dissuading women from making the most of their time off? This is a question the data can't answer.

Ultimately, vacation does not seem to be losing popularity any time soon. Even in our work-focused culture, the majority of US adults plan on taking a vacation this summer. However, vacationing – even the staycation kind – could be a privilege, as we see low-income earners and women taking fewer days off.

This post was originally published July 2, 2018 by Lurnie Wilson.

You can view the original post here: <https://civicscience.com/theres-a-gender-gap-in-using-vacation-time-too/>

Summer Vacation Insights

Pack your suitcase full of vacation insights.

Editor's Note: The results of these questions are often preliminary and do not yet incorporate the scientific rigor of our official or published research. For fully scientific results to these or any of our ongoing research, please contact us.



53% of US adults say it's harder to pack to go on vacation than to return



30% of US adults have done a road trip across America.
46% haven't, but want to.

42% of US adults avoid toll roads on road trips.



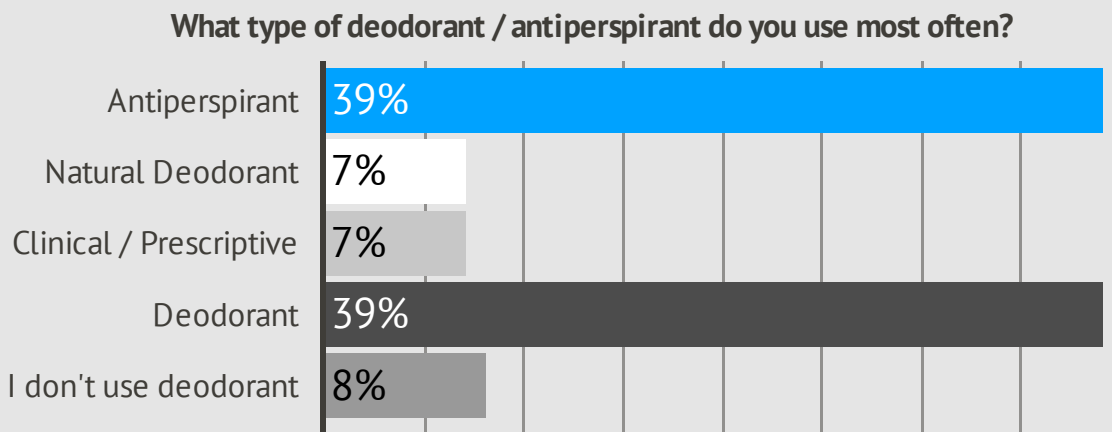
33% of US adults plan out stops on road trip ahead of time.

Don't Sweat It: Antiperspirant and Regular Deodorant Are Still the Most Popular Among US Adults

The Gist: Antiperspirant and deodorant are the two most popular ways for US adults to battle sweat. Non-traditional deodorant options show interesting divides along generational and gender lines. And there may be a link between deodorant-wearing and self-perception.

It's summer, at least in the Northern Hemisphere, which means that the sun is out, the temperatures are high, and many are feeling the heat. Fortunately, the body knows exactly how to cool things down, by sweating. And while it's a helpful process, it can sometimes make for a smellier situation than you may have wanted.

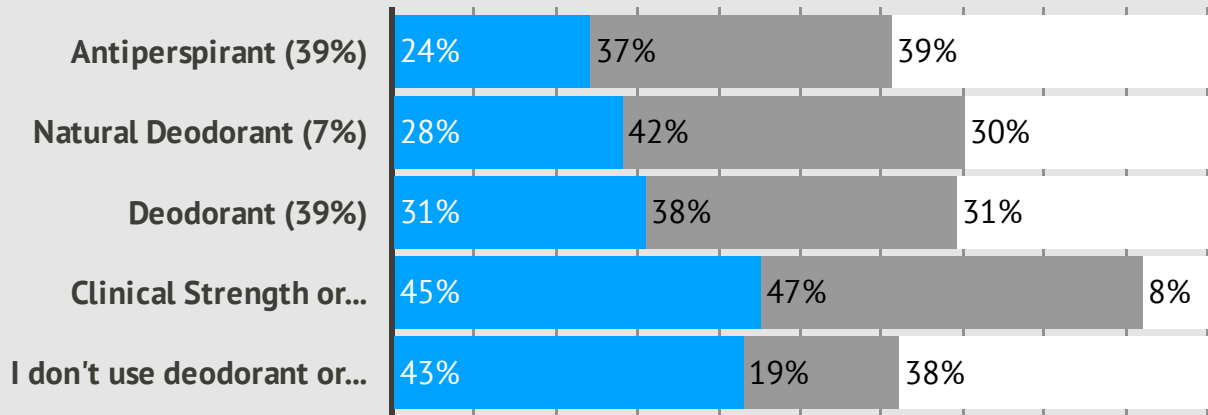
So we got curious. Do you wonder what role deodorant plays in the scheme of things? Intrigued? Let's get started.



Here, we can see that 39% of US adults are wearing antiperspirant. This is the same percentage as the US adults who are wearing traditional deodorant. These two more conventional options for battling sweat have the majority, indicating that most US adults are sticking to what they know. Natural deodorants, clinical strength deodorant and the no deodorant option have much smaller followings, firmly rooted in the periphery of the deodorant discussion.

But who exactly are these deodorant wearers? As it turns out, we can see some subtle shifts along age demographic lines.

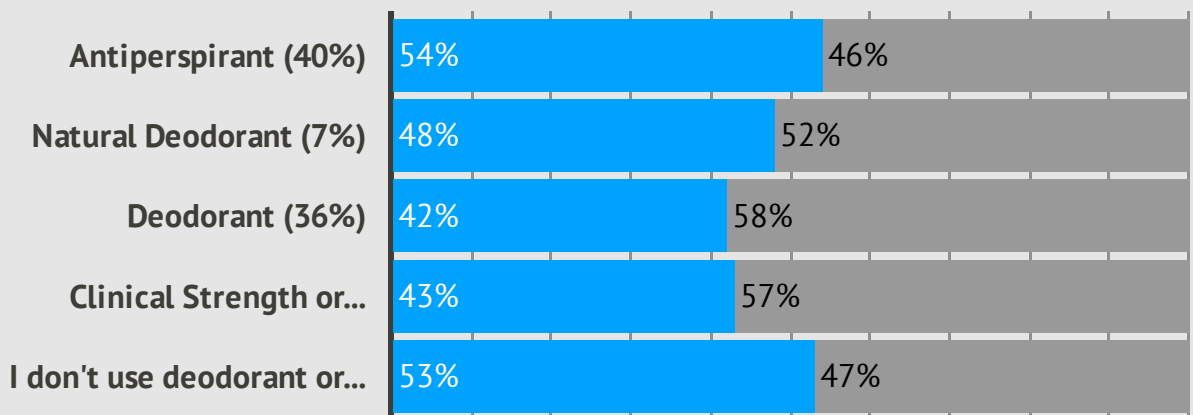
To what broad age group do you belong?



● Millennials (18-34) ● Generation X (35-54) ● Baby Boomers (55+)

If we look solely at antiperspirant and traditional deodorant (the first and third lines on the graph), we can see that Baby Boomers are far more likely to wear antiperspirant. Gen X-ers are almost evenly split between the two, while Millennials trend towards deodorant. While antiperspirant and deodorant may reveal subtle generational differences, the non-traditional categories are where we see the biggest divide. Clinical strength deodorant wearers are largely from the Millennial and Gen X crowd, while those who do not wear deodorant are either Millennials or Baby Boomers.

When we think about the reason for wearing deodorant, we may think that there's a relationship to physical activity. But is that really the case?

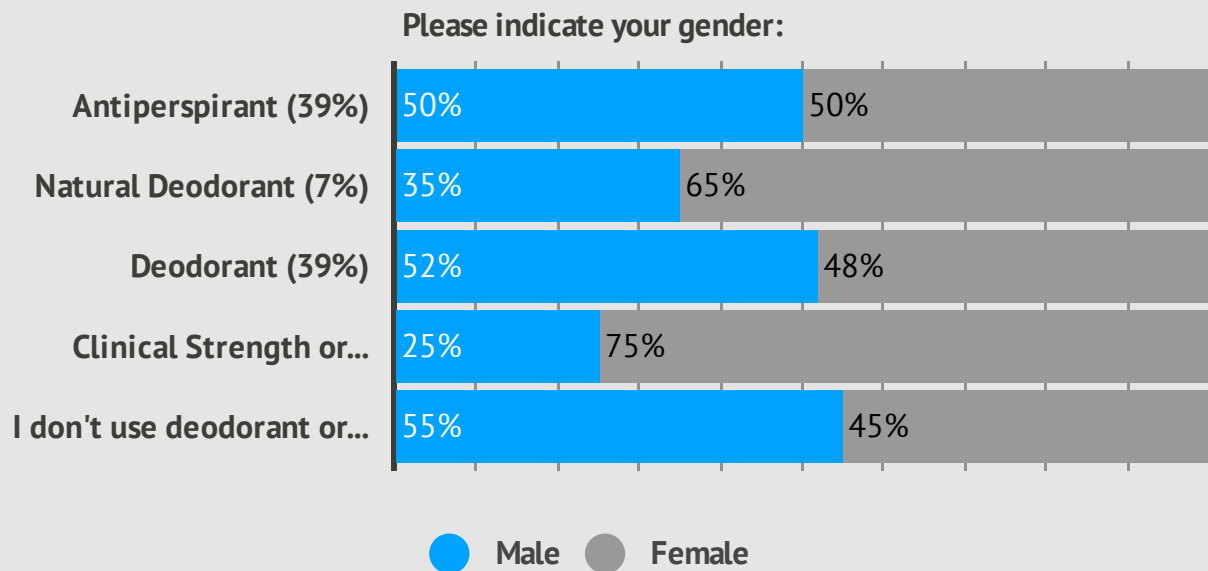


● Exercises ● Doesn't Exercise

It turns out; the answer may not be as straightforward as we thought. Here, we can see that 58% of US adults who wear deodorant do not exercise. And while 54% of antiperspirant wearers do exercise, this is not exactly an overwhelming majority.

In fact, in most categories, non-exercisers have a slight lead over-exercisers, thoroughly debunking the myth that deodorant is any more important to people who know they're going to be actively sweating. debunking the myth that deodorant is any more important to people who know they're going to be actively sweating.

Of course, a look at deodorant would not be complete without a comparison to gender, as so much energy goes into marketing personal care products along binary lines.

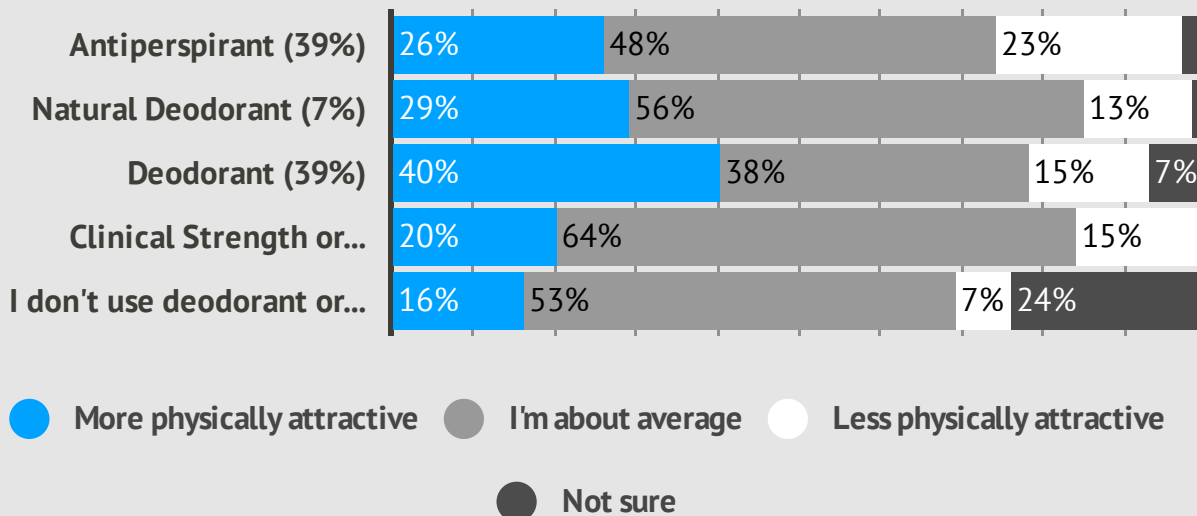


As the data reveals, antiperspirant and deodorant wearers are almost equally men and women. However, the less mainstream options show a more gendered following. Natural deodorant and clinical strength wearers are generally female, while non-deodorant wearers skew slightly more male. This is information that should not be overlooked. Especially for companies with alternative deodorant products, it may be beneficial for marketing to appeal to a more female-friendly audience.

This discussion of deodorant leads us to contemplate the larger issues here, like the perception of overall attractiveness. Consider that women are much more likely to wear clinical strength or prescription deodorant—are they really sweating more, or is it the pressure to appear more attractive, and thus, sweat less? If the purpose of wearing deodorant or antiperspirant is not to smell, it would seem that those who do choose this path may care about their appearance or how they present themselves to the world.

When we compared our deodorant question to a question about physical attractiveness, this is what we found.going to be actively sweating.

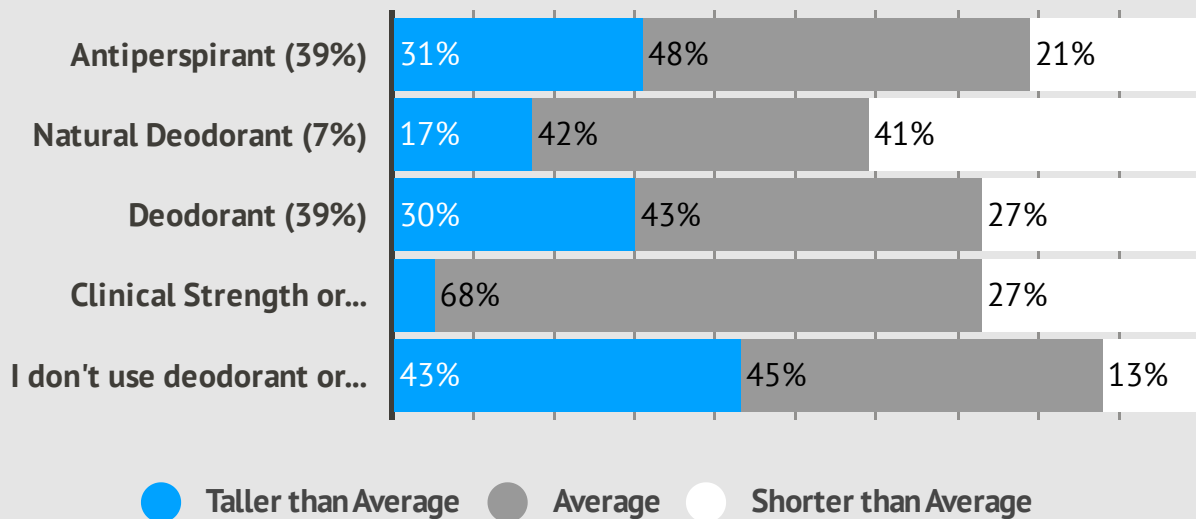
Would you say that you are more or less physically attractive than most people your age and gender?



US adults who wear deodorant are the most likely to say that they are more physically attractive than most people their age and gender, with 40% indicating this. So, hiding sweat and feeling attractive may be somewhat connected, after all.

Since we know that height can also play a role in how we see ourselves, we wondered how it would impact the deodorant situation?

Which of these would you say is most true about your height?



What we found is that the largest percentage of people who believe themselves to be tall also happen to not wear deodorant. It's not exactly clear why this is. Perhaps it has something to do with self-confidence that not only makes deodorant unnecessary but also

makes the individual feel taller? Perhaps it's something else. But, whatever the cause, there is no denying the fact that this sort of perception gives us insight into the minds of consumers, potentially leading us to better understand the motivation behind a purchase.

This post was originally published July 3, 2018 by Laurnie Wilson.

You can view the original post here: <https://civicscience.com/dont-sweat-it-antiperspirant-is-popular-and-other-deodorant-facts/>